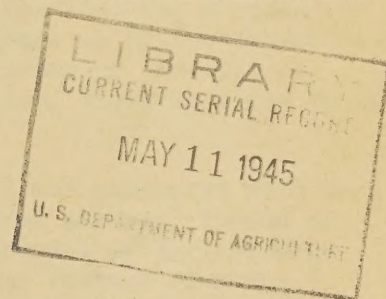


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THE POSTWAR OUTLOOK FOR A FARM-BASED COMMUNITY

A SURVEY OF AUGUSTA COUNTY, VIRGINIA



SECTION I

A. THE POSTWAR LABOR FORCE

B. PLANS FOR POSTWAR EXPENDITURES

U. S. Department of Agriculture . Bureau of Agricultural Economics

Washington, D. C. . February 1945

THE POSTWAR OUTLOOK FOR A FARM-BASED COMMUNITY

Foreword

THIS REPORT is based on a study sponsored by the Augusta County (Virginia) Postwar Planning Board, its purpose being to obtain information needed for postwar planning in the community. Advice and guidance for the study have been given by the Subcommittee on Agricultural-Industrial Relations of the Interbureau Committee on Postwar Programs, of the United States Department of Agriculture. The study follows the general plan of "Suggestions for a Community Program on Postwar Employment" which was drawn up by the Interbureau Committee and has already been used in a number of communities, among which Fort Smith, Arkansas and Anderson, South Carolina may be cited as examples.

The part of the study reported in Section I was conducted with technical assistance from the Division of Program Surveys, Bureau of Agricultural Economics, United States Department of Agriculture. For this section, "A Procedure for Community Postwar Planning," developed at Albert Lea, Minnesota by the Committee for Economic Development, was also utilized. The Augusta County survey differs from earlier studies made under this plan chiefly in the method of sampling and in the means used to estimate postwar expenditures. Its purpose is to answer the following questions about the probable postwar labor force and commodity expenditures in Augusta County:

1. How many jobs will be needed in Augusta County after the war in order to employ all those who want to work?
2. What will be the job skills of persons wanting to work?
3. What will be the extent of purchasing power in the county?
4. What commodities are people planning to buy, how much do they expect to spend in the first couple of years after the war, and how do they expect to finance these purchases?

Section I contains the findings on these and several related problems. It is based upon a survey of a representative cross-section consisting of 725 households (roughly one-sixteenth of the households in Augusta County), which were visited by members of the local interviewing staff between September 24 and October 16, 1944.

A household is here defined as a dwelling unit--that is, a room or group of rooms having its own kitchen facilities. The households in the Augusta County sample contained 210 farm and 604 non-farm families.

Estimates for the entire county are based on the findings for this cross-section of county residents.

Another section of the report, now being prepared by the War Manpower Commission in cooperation with the Virginia State Planning Board, will deal with the postwar employment plans of business and industry in the county, that is, with the numbers of workers and the types of skills these employers expect to require after the war.

SUMMARY OF MAJOR FINDINGS

IN DEALING with the figures in this report, it must be remembered that they are based on what a representative cross-section of Augusta County residents say now (September-October 1944) about their plans for the future and in some cases about the plans of absent members of their families. Two considerations must therefore be borne in mind:

First, since the figures are based upon a cross-section, they are close to but not exactly the same as the figures that would have been obtained if every household in the county had been interviewed. Secondly, the plans people make are always subject to change by factors they cannot foresee. Thus--in estimating the size of the postwar labor force--the rate of demobilization, the size of the postwar standing army, and the number of casualties among servicemen from Augusta County could not be taken into account. In estimating how much people will spend during the first two postwar years, what they will buy, and how they will finance the expenditures, such factors as general postwar economic conditions and people's level of income at that time--which will have a weighty influence on their actual buying--could not be considered here. The length of the war is another unpredictable factor that may change people's plans.

Number of workers in Augusta County after the war

It is estimated that approximately

21,500	county residents are planning to work in the county after the war
16,500	people now living in the county are at present employed.

Thus, it may be estimated, on the basis of what people say now about their postwar expectations, that 5,000 more jobs will be sought than are now filled in Augusta County by residents of the county.

By comparison with pre-war employment (1940), however, the increase will probably not be so great. In 1940, according to the Census, 19,100 workers were employed in Augusta County. While this figure includes workers who lived outside the county, it nevertheless indicates that employment of county residents was probably somewhat greater in 1940 than at present.

Where the Additional Workers Will Come From

The number of those in the county who are now unemployed but who say they will want to work after the war is somewhat larger than the number who are planning to leave the present labor force. In addition, according to family reports, it may be estimated that jobs will be sought by approximately

3,700	returning servicemen
800	new workers in the county (mostly young people who will be ready to work after the war)
450	workers who are said to be returning from jobs outside the county

Savings and Indebtedness in Augusta County

It is estimated that people now living in the county have:

	7.9 million dollars in war bonds (present cash value)
	5.2 million dollars in savings accounts
	<u>5.0</u> million dollars in checking accounts
Total	18.1 million dollars

It is estimated that people now living in the county owe:

	4.7 million dollars in mortgages
	<u>1.0</u> million dollars in other debts
Total	5.7 million dollars

The difference between savings in the three forms indicated and indebtedness is 12.4 million dollars.

Plans for Buying After the War

According to the lists of purchases people say they will be interested in making, the greatest percentage increase in expenditures for durable goods during the first two postwar years as compared with 1939-1940 will be for:

- New house construction
- Washing machines
- Refrigerators
- Farm Machinery

The largest percentage increase in expenditures for non-durable items in this postwar period as compared with present expenditures will be for:

Vacation and travel
Education
Gasoline and auto supplies

Amount of Money to be Spent After the War on Durable Goods

If people are able to make all the purchases they are planning or hoping to make, it may be estimated that 12 million dollars will be spent by Augusta County residents in the first two years after the war. According to their present plans, this money will come not so much from present savings as from future income and borrowing:

40% from installment credit and other borrowing
33% from future income
23% from accumulated bond and bank savings
4% from other sources

1. THE POSTWAR LABOR FORCE OF AUGUSTA COUNTY

SIZE OF THE POSTWAR LABOR FORCE

About 21,500 residents may be wanting
to work in Augusta County after the war

The size of the postwar labor force depends upon the plans of several groups of people now in the county or who may be returning to it after the war. These groups are:

1. Persons in the present labor force
2. Persons now in the county who are not working
3. Persons who have left for war jobs outside the county
4. Service men and women

Concerning the plans of potential postwar workers now living in the county (the first two groups above), it was possible to obtain information directly from them or from relatives living in the same house. Information about the last two groups, however (the servicemen and workers now outside the county), was obtained in all cases from relatives, some of whom were not sure about the postwar plans of family members away from home.

On the basis of the information thus obtained, it is estimated that about 21,500 people will be available in the postwar labor force of Augusta County.

Since this figure is based on people's present plans, it does not take into account such factors as the rate of demobilization of servicemen, the size of the postwar standing army, and casualties. Too, personal factors may cause people to change their plans by the end of the war. For instance, unmarried women who now say they intend to work after the war may not do so if they should marry. Older people who now say they will work after the war may decide to retire instead, particularly if the war should last longer than they now expect. For these various reasons, the figure may overestimate the size of the available postwar labor force.

Returning servicemen will constitute
the majority of postwar job seekers

Table 1 (appendix) shows that relatively few persons now working are planning to leave the labor force. Of the estimated 16,500 county residents now employed, about 170 say they intend to leave the county

after the war and about 300 others are planning to leave their jobs. These probable subtractions from the present number of workers are more than equalled by the 535 persons now unemployed who say they will want jobs after the war.

There are three other sources of additions to the present work force: approximately

- 450 workers who, according to family reports, may return from jobs outside the county
- 800 new workers (mostly young people) now living in the county who may want to work after the war
- 3,700 returning servicemen who may be looking for jobs

Thus the largest group of job seekers may be expected to be the returned servicemen.

More jobs will be sought after the war
by both men and women. Most of the
job seekers will be men.

On the basis of these figures, about 30 percent more people in the county will want jobs after the war than are now employed.* This increase will be among both men and women and among both Negro and white workers. Table 2 in the Appendix lists by race and sex the estimated number of persons now employed and the number who it is estimated will want jobs after the war. The findings may be summarized as follows:

*By comparison with 1940 employment levels, the estimated increase is probably closer to 12 percent (in 1940 - 19,088 workers; postwar estimate - 21,504 workers). The 1940 figure is from the U.S. Census of Population. Since it includes workers who lived outside the county, whereas the postwar estimate includes only those who reside in the county or are expected to return, the actual percentage increase over 1940 may be somewhat larger than 12 percent, although still considerably less than the increase over the 1944 estimate.

Estimated Postwar Compared with Present Labor Force

	<u>Percent increase after the war</u>
White	
Men	38%
Women	11
Negro	
Men	38
Women	25
Both races	
Men	38
Women	13
All persons	31

JOB PLANS OF POSTWAR WORKERS

Most persons now employed plan to keep their present jobs after the war; many servicemen will want to return to pre-war jobs

Of the 16,500 residents estimated to be working in Augusta County now, about 500 say they expect to leave their jobs after the war. Of the 16,000 remaining,

90% expect to keep their present jobs
6% expect to change jobs
4% did not report

Of about 3,980 returning servicemen, 250 are said to be going back to school. Of the more than 3,700 remaining,

40% expect to go back to their pre-war jobs
13% will want jobs of some kind

The plans of 47% were not reported

For those servicemen for whom there is information, the large majority plan to go back to their pre-war jobs. Since the majority of persons whose plans are known expect to keep their present or return to their pre-war jobs, we may assume for the purpose of making an estimate that those whose expectations were not reported also will want to keep their present or return to pre-war jobs.

More jobs--both farm and non-farm--
will be sought after the war than
there are now or than there were in 1940

Approximately 4,200 persons will be wanting farm jobs after the war (Appendix, Table 3). This compares with about 4,000 estimated farm workers now and 4,000 in 1940. Similarly, about 13,400 will want non-farm jobs in the postwar period as compared with approximately 12,500 now and 14,700 who were working in non-farm jobs in 1940.* In addition, there are about 800 people who say definitely that they expect to work after the war but have not decided or did not indicate whether they will engage in farm or non-farm occupations. This makes a total of around 18,400 who definitely plan to work in the postwar period, as compared with about 16,500 who are now working and 19,100 who were working in 1940. There are, however, approximately 3,100 additional people (mostly servicemen) who are very likely to join the labor force after the war, making a total possible postwar working group of 21,500. Thus, there will be an estimated minimum of 1,900 and possibly as many as 5,000 more people looking for jobs in the postwar period than are now working. The higher figure gives an increase of about 2,400 over the number employed in 1940.

JOB SKILLS OF POSTWAR WORKERS

What are the job skills of these postwar workers? What types of jobs will they be qualified to fill?

The largest proportion (almost 40 percent)
of potential postwar workers have had
experience in manufacturing jobs

Table 4 in the Appendix classifies the job experience of various groups of postwar workers. More than one-third of the people now working in the county have had experience in manufacturing industries (production). Almost half the returning servicemen who will presumably want to work have had pre-war production jobs.** Considerably fewer, only 15 percent, have worked in agriculture. Of the total probable postwar labor force, almost 40 percent have had experience in manufacturing industries and nearly one-fourth have worked in agriculture. The proportions who have had experience in professional, technical, managerial, sales, clerical, and service occupations are much lower.

*The 1940 Census figures, unlike the earlier estimates, include persons who lived outside the county but had jobs inside the county.
**Production jobs are those involved in making a product rather than, for example, selling or supervision.

Table 5 shows the job experience of white and Negro men and women who may want to work in the county after the war. More than half the Negro women have had experience in domestic service jobs. About a third of the Negro men have been in service occupations (as waiters, porters, hotel workers, etc.) and a somewhat higher proportion have worked in production occupations. Among white postwar workers, the largest number have had manufacturing jobs; a considerable number of white men have worked in agriculture and white women in clerical jobs.

Table 6 shows the number of persons who have had additional job experience or training that might be utilized in postwar jobs. For those servicemen for whom information was given, the largest proportion who have other than combat duties are in production work (mechanics, etc.), and some have been doing clerical work.

How many new workers with experience
in various industries can be absorbed
in those industries after the war?

Table 7 shows the number of workers in the major industries and businesses in 1940 and the estimated number for 1944.* It shows, too, the number of workers who say they expect to remain in the work force after the war and how they are now distributed within the various industrial and business groups. Thus, there were almost 4,000 workers in agriculture in 1940, and about the same number was estimated for 1944. If the approximately 4,000 agricultural workers remaining in the labor force stay in agricultural jobs, there will be room for few additional workers, assuming a return to 1940 levels. If the 571 servicemen who formerly worked in agriculture should wish to return to their pre-war farm occupations, there would be no room for them unless present farm workers were to be displaced. Non-farm jobs would have to be found, either for several hundred returning servicemen or for several hundred now working on farms.

It may be, however, that the postwar demand for farm workers will exceed the level of farm employment in 1940. One of the questions asked in the survey was how many farmers plan to hire farm workers after the war (Table 9). The answers give an estimated postwar demand for farm labor of about 4,800 workers. If these answers are a fairly good measure of the demand for farm workers in the postwar period, the returning servicemen who might be seeking farm work could be supplied with jobs.

The decline in house building and other types of construction as a result of the war has greatly reduced the number of construction workers.

~~Since the 1940 survey was conducted, the number of county residents,~~
the number now employed will be underestimated for industries having workers who live outside Augusta County.

The total number of workers who say they will remain in construction plus returning servicemen with pre-war construction experience comes to only about 700, whereas 1,316 construction workers were employed in 1940. Since postwar plans for the building and remodeling of homes gives evidence of a considerable demand for construction work (page 13), it appears quite possible that construction could absorb a fairly large number of postwar job seekers.

Again assuming a return to 1940 employment levels, there would be some room for additional workers in manufacturing, in wholesale and retail trade, and in personal service occupations.

Tables 7 and 8 show how many of the workers expecting to remain at work are now engaged in each of the various types of industry. They show also how many of those now in military service had pre-war jobs in each of these types of industry. Some 1,800 additional workers may be seeking jobs in the county after the war (Table 1), aside from the returning servicemen. As an aid in planning postwar employment, it will be possible to compare these figures with the findings of the industrial survey now being conducted on the number and kind of jobs that will be available after the war.

Two-thirds of those who may want jobs after the war have not completed high school

Education is one index of the skill level of workers. The following table describes the present educational level of the estimated postwar labor force. A small proportion of these figures consists of young people now in school, whose educational level will be somewhat higher by the time they become job seekers.

Present Education of Potential Postwar Workers

Some grade school or less	13%
Completed grade school	23
Some high school	23
Completed high school	18
Some college	8
Completed college	6
Not ascertained	4
	<hr/> 100%

Number in sample 1,272
Estimated number in county 21,504

Almost a fourth of those who may want jobs
after the war are 40 years of age or over

Fourteen percent of potential postwar workers are now under 20 years of age; almost half are now in their twenties or thirties. Forty percent are 40 years of age or over, the majority of these being over 50.

Present Ages of Potential Postwar Workers

10-14 years	1%
15-19	13
20-29	25
30-39	21
40-49	17
50 and over	23
	<u>100%</u>

Number in sampler 1,272
 Estimated number in county 21,504

It should be noted, of course, that these figures are for the most part based on people's present plans. Some of these older workers who now say they expect to work after the war may change their plans, especially if the war continues longer than they are supposed. The return of absent members of the family who will be contributing to its support may also cause a change in present plans.

FARM JOBS AFTER THE WAR*

Farmer's present plans for postwar hiring
would create sufficient jobs for the
estimated postwar farm-labor supply

On the basis of farm operators' statements about their postwar labor requirements, it is estimated that approximately 4,800 workers, the farm operators themselves included, will be needed on Augusta County farms after the war (Table 9). Of these, 3,300 are expected to be unpaid family workers and 1,500 are expected to be hired farm labor. This represents an increase of only 5 percent over the number of family workers now on farms but an increase of 63

*The survey of farm operators' estimates of the number of jobs that will be available after the war. Only two aspects of postwar job supply were covered in the present survey: (1) estimated number of postwar farm jobs and (2) estimated number of jobs for non-farm workers.

percent over the number of paid workers. Altogether, the expected increase in farm labor is 19 percent.

According to available information, about 4,200 persons want to work on farms after the war. It may be that, because of their acute awareness of the present shortage of farm labor, farmers overestimate the number of workers they will hire after the war. But, if these figures are reasonably accurate predictions of postwar conditions, there will not be a shortage of farm jobs.

POSTWAR JOBS FOR DOMESTIC WORKERS

On the basis of people's present plans for hiring full-time domestic workers after the war, there will be an increase of 84 percent in the number of jobs available for domestic workers. Some 500 domestics are now employed whereas, according to what people say now, over 900 such jobs may be open after the war (Table 9). If all persons with previous experience in domestic work constitute the supply of such postwar workers in the county, there will be approximately 100 more jobs than workers.*

*Tables 5 and 6 show a total of 728 persons who have experience as domestic workers.

II. PLANS FOR POSTWAR EXPENDITURES

PURCHASING POWER

Estimate of Savings
from War Bonds and Savings Accounts
in the County

From the information obtained in the sample of Augusta County households, it is possible to make estimates of the amount of personal savings (other than currency) of people now living in Augusta County. The following figures represent the estimated bank or bond savings of people who expect to remain in the county after the war, but do not include the savings of those who will return from outside jobs or from the armed forces.

<u>Savings*</u>	
War bonds (present cash value)	\$7,897,772
Savings accounts	5,224,606
Checking accounts	<u>5,055,341</u>
Total savings	\$18,177,719

Because of the difficulty of obtaining accurate information about the amount of cash people hold outside of banks, no estimate has been attempted of the amount of savings in this form. Since it is known that there has been a large increase in the amount of currency issued by banks, it may be expected that there is a considerable amount of currency being held. Hence, actual total savings may be appreciably higher than the above figure.

Residents of Augusta County are
nearly 6 million dollars in debt

Estimates of indebtedness show that present county residents owe approximately \$5,800,000, of which \$4,700,000 is in mortgages.

Table 10 in the Appendix shows the estimated savings of farm and non-farm families based on an estimated total of 5,360 farm and 10,791 non-farm families in the county.

Indebtedness

Mortgages	\$4,740,000
Debts other than mortgages	1,063,150
Total	\$5,803,150

The difference between savings and indebtedness is thus about \$12,370,000. This may be taken to represent roughly the minimum accumulated purchasing power of Augusta County residents since (a) it does not include savings in the form of currency, and (b) all the debts shown, particularly long-term mortgages, will not be paid out of present savings.

It is possible to regard debt retirement as a form of accumulated purchasing power, since it is actually a re-establishment or an increase of credit. Table 16 in the Appendix shows the amount of indebtedness of farm and non-farm families in 1940 and in 1943 together with the percentage of change. There was a total decrease of 5.9 percent or about \$370,000, which might be thought of as an addition to the \$12,370,000 mentioned above. Most of the debt reduction took place among farm families, who reduced their debts about 13 percent while non-farm families reduced less than 2 percent.

A large proportion of the population have no savings; of the rest, the great majority have only small s.

Findings from the survey indicate that a large proportion of the families in Augusta County have no savings, and only a very small proportion have large amounts in savings.

Percentage of families having:**	War bonds	Savings accounts	Checking accounts
None	32%	72%	42%
Under \$3,000***	85	25	50
\$3,000 or more	4	3	2
	100%	100%	100%

	Percentage of families having
<u>By type of family</u>	<u>no savings or no checking accounts</u>
Farm	16
Non-farm	13
All families	17

*Table 10 (Appendix) shows the amount of indebtedness of farm and non-farm residents in the county.

**Table 11 (Appendix) shows the proportions for farm and non-farm families. A somewhat smaller proportion of city than farm families have no bonds or no savings accounts while a somewhat larger proportion of city families have no checking accounts. The table shows, too, that most families have no debts.

***For war bonds, this figure represents the maturity value.

Many families, then, have no accumulated purchasing power; few have over \$3,000 in any one form of savings.

The distribution of accumulated purchasing power is shown in another way in Table 12.* Four percent of the families own approximately 50 percent of the war bonds, 3 percent own 59 percent of the money in savings accounts, and 2 percent have over one-third of all the money in checking accounts. Thus, of the total county savings of approximately 18 million dollars in these three forms, about 8 million 700 thousand dollars is owned by a very small proportion of the population. Stating this in another way, we may say that about 3 percent of the families own 48 percent of the total savings.

These findings have important implications for postwar consumer markets, since they indicate that a considerable number of families have no accumulated savings to be used in buying after the war, that only a relatively small number of families have large savings, and that the majority of those who do have savings have relatively small amounts.

The total gross cash income for 1943 in Augusta County is estimated to have been more than 26 million dollars

The estimated total annual personal income for 1943 in Augusta County was \$26,100,000 (Table 13). About half the families in the county had incomes under \$1,500 and 59 percent had incomes of less than \$1,750. These proportions apply to both farm and non-farm families (Table 14).

Most mortgage indebtedness has remained relatively constant between 1940 and 1944; other debts have been liquidated by about one-third

The amount of mortgage indebtedness in the county in 1944 was \$4,700,000, which represents an increase of slightly more than \$100,000 over 1940. This does not necessarily mean that mortgages have not been paid off; it may mean that new mortgages were assumed which more than equaled the amount paid off on old mortgages.

On the other hand, the amount of other debts in the county has decreased by about one-third since 1940—from 1.5 million dollars in 1940 to 1 million in 1944 (Table 15).

PLANS FOR POSTWAR PURCHASING

There are two main classes of consumer items for which people make plans: commodities which are purchased regularly and those commodities which are purchased sporadically. Food, clothing, and education are examples of the first

the second. The two types of expenditures are considered separately in this report.

Continuous or "Non-durable Goods" Expenditures.

In the nation as a whole, approximately 85 percent of the total expenditures a family makes for all purposes is accounted for by the purchase of "non-durable" goods or services. Ten items of this kind were selected for the present study, and people were asked how much they were now spending for each item and how much they expected to spend after the war. Tables 17, 18, 19, and 20 in the Appendix give these figures for both farm and non-farm families. Since there is some question about the accuracy with which people report their expenditures, one should use great caution in accepting these figures at their face value. Their importance, however, does not lie in their absolute size but rather in the two ratios given in Tables 17 to 20 and in Table 21 in the Appendix.

Spending habits for "non-durable" goods will be the same after the war as they are now

The ratio given in Table 21 is the percentage of the total expenditure for all the items which is spent for each item. These percentages form a "spending pattern" which is remarkably uniform for both farm and non-farm families. This pattern indicates that, irrespective of the actual amounts of money involved, Augusta County families do not expect to change their spending habits after the war so far as this type of purchasing is concerned. They expect to spend about the same proportion for food, clothing, and the like after the war as they do now.

People plan an increase of about 7 percent in their postwar expenditures for non-durable goods

The ratio given in the last column of Tables 17 to 20 is the percentage of increase or decrease in expenditures for different items after the war. These percentages show that for most items there will not be much difference between what people spend now and what they expect to spend after the war. Farm families plan to spend considerably less for reading matter and considerably more for vacation, travel, and education after the war than they do now. Non-farm families do not expect to reduce any expenditures appreciably but plan to spend from 15 to 40 percent more on recreation, gasoline and auto supplies, vacation travel, and education. For the total of non-durable goods and services, Augusta County residents now spend nearly 14 million dollars a year and plan to spend approximately 15 million after the war or an increase of about 7 percent.

Pre-war and Post-war Purchases of Durable Goods

Over half the families in
Augusta County have plans
for postwar purchases

One of the questions asked in the survey was: "Is there anything that you have been planning to buy in the first couple of years after the war?"

Fifty-two percent of the families interviewed said they have specific plans for postwar purchases. Most frequently mentioned items were: refrigerators, remodeling of houses, washing machines, and new cars.* A large number said they were planning to build new homes.

After the question on postwar purchasing plans was answered, the people being interviewed were shown a list of items** and asked to indicate which they would buy in the first couple of years after the war. Tables 22 and 23 show that practically every item was named by more people after the list was shown than before. This might be taken to indicate that they are more seriously considering the items and planning more seriously of buying them, whereas of those who checked them on the list it can be said with assurance only that they have a certain degree of interest in buying them; the extent to which such interest may represent actual intentions cannot be ascertained. A fact which must be borne in mind when reading this section of the report because it is likely that the number and value of these postwar purchases is somewhat overestimated.

It must also be remembered that how much people will actually buy after the war depends not only on their present plans, but also on factors they cannot foresee, such as their level of income at that time. This section deals with what the postwar market may in general be like if conditions are such as to enable people to carry out their present plans.

More people expect to buy certain
major items after the war than
bought them before the war

According to what people say now, more than five times as many houses will be built by Augusta County residents in the two years after the war as were built in 1939 and 1940; more than twice as many homes will be repaired; almost six times as many barns will be constructed.

Tables 22 and 23, Appendix, show the estimated number planning to buy a selected series of items.

**See Form III, question 16, of questionnaire in the Appendix.

and nearly five times as many will be repaired.* This represents a considerable increase in demand for construction in the postwar as compared with the pre-war period. Similarly, three times as many washing machines, two and one-half times as many refrigerators, and about one and one-half times as many new cars will be bought as compared with 1939 and 1940. All types of farm machinery will be bought in greater quantities.

On the other hand, a little more than half as many used cars will be bought and fewer radios.

People expect to spend more money on goods after the war than was spent on the same goods before the war

THE AMOUNT ALL OF THE ITEMS LISTED IN THE LIST, HOME OWNERS, WILL BE spent in the first two years after the war than was spent in 1939 and 1940 if complete recovery plans are realized.** Two and one-half times as much will be spent on buying homes, five times as much on building houses, about one and one-half times as much on new cars, two and three times as much on refrigerators, nearly five times as much on washing machines and twice as much on farm trucks. Even in the case of radios and floor coverings, where the number bought is expected to be lower than in the pre-war period, the amount spent is expected to be considerably more. This may mean that higher prices are expected or that better quality will be bought.

About 12 million dollars are expected to be spent for selected durable goods in the first two postwar years

100

About 16 million dollars a year may be spent for ten years of "non-durable" goods and services

If the residents of Augusta County do the postwar buying they say they are thinking of doing, it may be estimated that they will spend something like 42 million dollars in the first two years after the war. About 30 million of this will be for "non-durable" goods and services and the remainder for houses, automobiles, refrigerators, farms and farm equipment, and other durable items. This is considerably more than the 33.5 million dollars spent in the two pre-war years, of which 28 million went for "non-durable" goods. In comparing the 12 million dollars planned to be spent on durable goods in the first two postwar years with the 5.6 million which was expended on this type of purchase in the pre-war period of 1939-1940, it should be borne in mind that more people said they would buy selected commodities after seeing a list of them than named them spontaneously. If their spontaneous

*See Appendix, Tables 24 and 25.

**See Appendix, Tables 26 and 27.

mention of plant more nearly represents their serious buying intentions than their answers to the list, the 12 million dollars may be an over-estimate. On the other hand, this figure does not include the postwar purchases of servicemen and others who will return to the community after the war and so may somewhat underestimate the total amount which might be spent.

Most of these postwar purchases will be financed by borrowing and future income rather than by savings

The 12 million dollars people say they may spend after the war for the selected items of durable goods will not come to any large extent from savings or from the cashing of war bonds. People who said they were going to make these purchases in the first couple of years after the war were asked how they intended to finance them. The table below shows that three-fourths of the money is expected to come from future income and from various types of borrowing. Only 23 percent will come from bank and war bond savings.

Methods of Financing These Postwar Expenditures

Cash from future income	37%
Installment credit *	20
Other borrowing	—
Cash on hand now (includes checking accounts)	12
Savings Accounts	6
Cashing war bonds	5
Other **	4
	<u>100%</u>

While it appears that people plan to spend more than a quarter of the money now in checking accounts (see the next table), they plan to use only 13 percent of the money in savings accounts and only 7 percent of the money now in war bonds for the postwar purchases mentioned.

as chattel mortgages under "installment credit", but probably most real estate mortgages are represented under "other borrowing". It may be that some people did not clearly conceive of installment credit as a form of borrowing and were actually thinking of the "easy payment plan" when they said their postwar purchases would be paid for out of future cash income. If this is true, then a smaller proportion of the postwar purchases will be paid for in cash and a correspondingly larger amount by installment credit.

*Includes value of trade-ins, insurance, gifts, and a small amount "unknown". Total of estimated expenditures is \$12,000,000.

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Form of savings	Amount now held	Amount to be spent	Percentage of amount said to be spent
War bonds	\$7,897,772**	\$584,800	7
Savings accounts	5,224,606	672,724	13
Checking accounts	5,055,341	1,421,910***	28

This means that although people are talking about increased buying after the war, they are not planning to spend any substantial amount of their accumulated savings but are counting largely on future earnings and credit. This may indicate that people are now so optimistic about future income that they don't expect to have to use their savings for postwar expenditures. It is possible (but hardly probable) that if future earnings did not provide enough, savings would be used to a greater extent and the estimated 12 million would still be spent in the first two postwar years.

A much more likely interpretation is that the extent of postwar buying will depend heavily on postwar earnings. With full employment after the war, people will have the income with which to do the buying they are now planning. In the event of unemployment, future buying will be greatly reduced. Since the findings from the survey indicate that people are not disposed to draw on accumulated savings for purchases of the kind described.

Table 28 in the Appendix shows how much farmers and non-farmers expect to spend after the war and how they expect to finance their expenditures. Both groups will rely heavily on future income and borrowing, with the farmers depending considerably more on future income and the non-farmers considerably more on installment credit.

*Taken from Tables 12 and 28 in Appendix

**Present cash value

***Includes also an undetermined amount of currency not kept in banks.

APPENDIX

Table 1. Estimates of Postwar Labor Force in Augusta County, Virginia

Present labor force (Sept.-Oct. 1944)

Number employed	26,457
Number unemployed	<u>535</u>
Total	16,992

Additions to the labor force

Number of servicemen returning to work	3,732
Number returning from outside jobs	434
Number of other additions (students and housewives)	<u>605</u>
Total	4,977

Subtractions from the labor force "

Number leaving county	372
Number leaving jobs (returning to school; retiring, etc.)	<u>293</u>
Total	465

Number in postwar labor force 21,504

*These subtractions do not take into account the actual death rate among present workers nor the number among servicemen who may be killed or incapacitated for further employment.

Table 2. Present and past employment of persons in the United States, 1900-1910.

	United States		Foreign born		Total	
	Number	Percentage	Number	Percentage	Number	Percentage
Number now employed	10,000,000	100.0	1,000,000	10.0	11,000,000	110.0
Number in postwar labor	10,000,000	100.0	1,000,000	10.0	11,000,000	110.0
Workers remaining in						
Manufacturing	4,000,000	40.0	400,000	4.0	4,400,000	44.0
Agriculture	3,000,000	30.0	300,000	3.0	3,300,000	33.0
Domestic service	2,000,000	20.0	200,000	2.0	2,200,000	22.0
Transportation	1,000,000	10.0	100,000	1.0	1,100,000	11.0
Other	1,000,000	10.0	100,000	1.0	1,100,000	11.0

Source: Bureau of Census, *Immigration and Naturalization Service*, 1910.

Table 3a. Sources of Estimated Postwar
Farm and Non-Farm Labor Force

Number who plan to work	Workers remaining		Returning		Returning		Total
	On farm jobs	On non-farm jobs	On farm jobs	On non-farm jobs	On farm jobs	On non-farm jobs	
	1,000	1,000	1,563	224	1,563	224	13,372
	243	243	1,27	25	1,27	25	10,000
	1,243	1,243	1,934	259	1,934	259	13,372
	1,243	1,243	1,934	259	1,934	259	13,372
	15,992	15,992	3,738	454	3,738	454	21,504

* Includes those now unemployed, housewives, and others.

** These figures are preliminary and subject to change. Plans were not reported.

	Workers remaining in	Returning	Returning	New	Total
Professional, technical, managerial	1,984	124	4	16	1 2,100 11
Clerical	1,116	7 147	4	16	5 1,346 6
Sales	959	6 353	10	19	1 1,347 6
Domestic service	597	4 -	-	118	9 715 3
Other service	1,194	8 150	4	-	- 1,360 6
Agricultural	3,097	25 571	15	-	- 4,584 21
Production	5,600	36 1,806	48	153	12 8,011 37
Not ascertained	395	2 577	15	961	72 2,041 10
TOTAL	15,592	100 3,758	100	1,340	100 21,504 150

*Classification of present occupation

**Classification of last jobs of unemployed; housewives and students are included in the "not

ascertained" group.

Table 5. Job Skills of Estimated Postwar Labor Force by Race and Sex of Workers

	White		Negro		Both races	
	Male	Female	Male	Female	Male	Female
Managerial	1,000	1,000	1,000	1,000	1,000	1,000
Clerical	504	826	16	--	520	826
Sales	945	367	35	--	980	367
Domestic service	46	220	32	415	80	836
Other service	399	422	375	186	772	608
Unemployed	1,000	1,000	1,000	1,000	1,000	1,000
Production	5,977	1,585	433	16	6,410	1,601
Not ascertained	1,121	723	124	73	1,245	796
Total	10,000	10,000	10,000	10,000	10,000	10,000

Source: Bureau of Labor Statistics, "The Negro Labor Force in the Postwar Period," Bulletin of the Bureau of Labor Statistics, No. 1000, 1945.

Table 6. Additional Job Skills of Estimated Postwar Labor Force

Nature of additional experience or training	Number with job experience or training in addition to present occupations*	
	Job experience	Training (or earlier army training of civilian jobs)
Construction	332	217
Transportation	182	246
Manufacturing	386	70
Communication	48	16
Education	322	43
Health	676	248
Other	2,071	625
	17,437	20,034
Total	21,504	21,504
		2,947
		3,738

* This table shows skills workers have in addition to those presented in Table 5. For those now in the labor force, the training and experience is presented by their last jobs is here included. For those in the labor force, the experience or training other than that represented by their last civilian jobs is here included. For jobs held previous to the last five years.

Table 7. Workers in Major Industrial Groups, 1940, 1944, and Postwar

Type of Industry	1940*		1944		Postwar					
	Number	Percent of total	Number	Percent of total	in work force		Total			
					Number	Percent of servicemen				
Agriculture	3,981	21	4,118	25	4,070	25	571	16	4,641	24
Forestry and fishing	121	1	124	1	124	1	19	1	143	1
Quarrying	121	1	124	1	124	1	19	1	143	1
Construction	5,837	31	4,769	29	4,715	29	1,361	36	6,076	30
Manufacturing	532	3	771	4	755	5	137	4	892	4
Transportation, communications, utilities	2,166	11	1,757	11	1,706	11	423	11	2,129	11
Trade	274	1	284	2	284	2	64	2	348	2
Business and repair services	1,976	10	1,023	6	1,028	6	16	—	1,044	5
Personal services										

Table 7 (continued). Workers in Major Industrial Groups, 1940, 1944.

Type of Industry (continued)	1940*		1944		Postwar	
	Number	%	Number	%	in work force	of servicemen
related services	93	1	86	1		
Professional and re-			1,705	10	1,686	11
			430	3		
			842	3	303	2
	16,457	100	16,457	100	16,457	100

*Source: U.S. Census of Population, 1940.

** Less than one percent.

Industry or Product	Total		in work force		Jobs	
	Number	Value	Number	Value	Number	Value
Food and kindred products	7,000	421	4,910	7	323	8
Textile mill products	1,150	170	1,070	15	172	16
Chemical and allied products (includes Purcell)	2,700	3,000	1,010	2	100	53
Non-metallic mineral products	400	40	400	2	70	8
Furniture, lumber, woodwork, store fixtures, ship building (includes Byrne Manufacturing)	1,000	1,000	1,000	3	1,000	3
Printing, publishing and allied industries	1,120	35	35	35	35	1
Stone, clay and glass	500	5	500	5	500	1
Iron, steel and their products	1,100	1,100	1,100	1	1,100	1
Other or unspecified manufacturing industries	400	1	400	1	400	1
Total	5,837	100	4,769	100	263	4

U.S. Census of Population, 1940
Manufacturing Co. is now engaged primarily in metal shipfitting
was considered with furniture manufacture,
***Primarily workers engaged in machine shops and foundries

6,076 100

	<u>Number now working*</u>	<u>Number of postwar jobs</u>	<u>Increase</u>	
<u>Farm workers</u>			<u>Amount</u>	<u>Percent</u>
Farm operators and unpaid family workers	3,136	3,296	160	5
Paid workers	960	1,568	608	63
Total	4,096	4,864	768	19
<u>Domestic workers</u>	502	939	437	87

Table 10. Estimated Savings and Debts of Augusta County Families.

<u>Savings</u>	<u>Farm Families</u>	<u>Non-farm Families</u>	<u>Total</u>
War bonds (present cash value)	\$1,848,078	\$6,049,694	\$7,897,772
Savings accounts	1,346,256	3,878,350	5,224,606
Checking accounts	1,794,400	3,260,941	5,055,341
Total	\$4,988,734	\$13,189,985	\$18,177,719
<u>Debts</u>			
Mortgages	\$1,568,000	\$3,172,000	\$4,740,000
Debts other than mortgages	352,800	715,350	1,068,150
Total debts	\$1,920,800	\$3,887,350	\$5,808,150
<u>Balance</u>	<u>\$3,067,934</u>	<u>\$9,301,635</u>	<u>\$12,369,569</u>

*The estimate of the number now working on farms differs from the estimate previously given (Table 3) because this one is based on the number working on farms in the sample, whereas the other is based on the number of farm workers living in all households interviewed. The figure for domestic workers likewise differs from that given in Table 4, this one being based on the number of domestic workers employed in households in the sample, the other on the number in the sample who are domestic workers.

Table 12. Distribution of Savings and Debts in 1959 by Family

<u>Savings</u>	<u>Percentage of families owning</u>	<u>Percentage of total savings owned</u>	<u>of savings owned</u>
<u>Tar Bonds (present cash value)</u>			
None	31%		
Under \$2250	65	41	\$4,027,864
\$2250 or more	4	42	3,862,908
Total	100%		\$7,890,772
<u>Savings accounts</u>			
None	72		
Under \$3000	25	25	\$2,134,200
\$3000 or more	3	75	2,100,000
Total	100%		\$4,234,200
<u>Checking accounts</u>			
Under \$3000			\$3,285,972
\$3000 or more			1,769,369
Total			\$5,055,341
<u>Debts</u>			
<u>Mortgages</u>			
None	14		
Under \$6000	2	12	\$3,900,000
\$6000 or more	1	18	840,000
		100%	\$4,740,000
<u>Other debts</u>			
None	7		
Under \$5000	3	3	\$ 980,150
\$5000 or more	1	94	88,000
	100%	100%	\$1,068,150

Table 13 Estimated 1943 Total Annual Income of Augusta County Families

<u>Income</u>	<u>Percentage of families</u>	<u>Percentage of total income</u>	<u>Amount of total income</u>
Under \$1500	46%	19%	\$4,989,250
\$1500 - 2999	40	50	12,978,250
\$3000 - 7999	14	27	7,132,500
\$8000 and over	<u>1</u>	<u>4</u>	<u>1,000,000</u>
Total	100%	100%	\$26,100,000

Table 14. Distribution of Estimated 1943 Total Annual Income of Farm and Non-Farm Families

<u>Income</u>	<u>Percentage of farm families</u>	<u>Percentage of non-farm families</u>	<u>Percentage of farm and non-farm families combined</u>
Under \$1500	52%	45%	45%
\$1500 - 2999	33	40	40
\$3000 - 7999	14	14	14
	<u>1</u>	<u>1</u>	<u>1</u>
	100%	100%	100%

Table 15. Estimated Total Annual Family Income, 1940 and 1943

<u>Annual income</u>	<u>1940</u>	<u>1943</u>	<u>Percent</u> <u>increase</u>
Farm families	\$5,412,000	\$5,992,000	+ 10.7%
Non-farm families	<u>15,556,000</u>	<u>20,108,000</u>	<u>+ 29.2</u>
Total	\$20,968,000	\$26,100,000	+ 24.4

"It is possible that the percentage of increase in income over 1940 is too low, since indirect checks suggest that gross cash income increased more from 1940 to 1943 than is indicated by these figures. There is psychological evidence that, in such a case as this, people are likely to refer their present incomes back to a previous time period when asked about that period. Thus, the 1940 income may be overestimated. If this is true, the actual percentage increase of income would be larger than that given by the figures in the table.

Table 16. Estimated Debt Liquidation since 1940

<u>Amount of mortgage debts</u>	<u>1940</u>	<u>1943</u>	<u>increase or</u> <u>decrease</u>
Farm families	\$1,636,000	\$1,568,000	- 7.6%
Non-farm families	<u>2,926,500</u>	<u>3,172,000</u>	<u>+ 8.3</u>
Total	\$4,622,500	\$4,740,000	+ 2.5%
<u>Amount of other debts</u>			
Farm families	\$ 524,400	\$ 352,800	- 32.7%
Non-farm families	<u>1,029,811</u>	<u>1,111,150</u>	<u>+ 7.9%</u>
Total	\$1,555,325	\$1,063,150	- 31.3%
<u>Total debts</u>			
Farm families	\$2,220,400	\$1,920,800	- 13.4%
Non-farm families	<u>3,957,425</u>	<u>3,887,350</u>	<u>- 1.7%</u>
Total	\$6,177,825	\$5,808,150	- 5.9%

Table 17. Estimated Amounts Spent for Various Purposes, by Family Type, in the Postwar Period and the Percentage of Change for a Selected List of Non-durable Consumer Goods*

Table 17-1931

Items	Amounts	Average per family	Amounts	Average per family	Percent of postwar increase or decrease over present
FOOD per month**	\$71,116	\$21.16	\$72,822	\$21.67	+2.4%
PERSONAL C.R.† per month	6,166	2.43	8,472	2.52	+3.7%
TIRES, TUBS per month	6,848	2.03	6,960	2.07	+1.9%
GASOLINE, AUTO SUPPLIES, ETC., per month	63,776	18.98	63,056	18.76	-1.1%
TOBACCO per month	12,038	3.58	12,083	3.60	+0.5%
CLOTHING per year	\$548,796	\$163.33	\$587,382	\$174.81	+7.0%
SHOES per year	126,080	37.52	129,368	38.50	+2.6%
VACATION TRAVEL, per year	111,536	33.20	148,720	44.26	+33.0%
READING MATTER per year	48,848	14.63	40,048	11.91	-22.0%
EDUCATION per year	70,672	21.03	90,592	26.96	+28.0%

*Based on 219 farm and 604 non-farm families in the sample, which expand to 3,360 farm and 10,333 non-farm families in the county.

**Cash expenditures only. Does not include value of home-produced and -consumed foods.

Amounts Spent Now, Amounts Planned to be Spent in the Postwar Period, and the Percentage of Change for a Selected List of Non-durable Consumer Goods.**

NON-FARM FAMILIES

	NOW		POSTWAR		
	Amounts	Average per family	Amounts	Average per family	Percent of postwar increase or decrease over 1939
FOOD per month	\$422,033	\$40.60	\$417,739	\$40.19	-1.0%
PERSONAL CARE per month	35,817	3.44	37,835	3.60	+5.8%
RECREATION per month	36,971	3.55	42,690	4.10	+15.4%
GASOLINE, AUTO per month	115,808	11.14	143,419	13.80	+23.8%
TOBACCO per month	47,213	4.54	46,667	4.49	-1.1%
CLOTHING per year	\$1,677,999	\$161.45	\$1,842,495	\$177.28	+9.8%
SHOES per year	388,631	37.39	415,268	39.95	+6.8%
VACATION TRAVEL per year	327,450	60.37	304,550	87.03	+44.0%
HAIR	73,816	16.72	180,204	17.35	+2.7%
ENTERTAINMENT	318,222	30.61	432,345	41.59	+36.0%

*Based on 210 farm and 604 non-farm families in the sample, which expand to 3260 farm and 10,393 non-farm families in the county.

**Percentage of Change for
a Selected List of Non-durable Consumer Goods.***

FAMILIES

Items	1940		1945		
	Amounts	Average per family	Amounts	Average per family	Percent of postwar increase or decrease over present
FOOD per month	\$493,154	335.86	\$490,561	335.17	-0.8%
PERSONAL CARE per month	43,983	3.19	46,307	3.36	+5.3%
RECREATION per month	43,000	3.10	48,700	3.31	+13.5%
GASOLINE AUTO SUPPLIES, ETC., per month	179,584	13.08	206,870	15.11	+15.0%
TOBACCO per month	50,251	4.30	58,750	4.27	-0.7%
CLOTHING per year	1,226,795	\$161.00	\$2,420,877	\$176.67	+9.6%
SHOES per year	514,711	37.41	544,636	39.60	+6.1%
TRAVEL per year	733,986	53.72	1,053,270	77.19	+42.1%
HAIR CUTTING per year	222,664	16.19	220,342	16.11	-0.5%
HAIR DRESSING per year	398,304	29.20	511,011	39.02	+34.8%

*Based on 210 farm and 604 non-farm families in the sample, which expanded to 3360 farm and 10,393 non-farm families in the county.

Item per Year

Item per Year	Now		Postwar		Now		Postwar		Total	
	Now	Postwar	Now	Postwar	Now	Postwar	Now	Postwar	Now	Postwar
auto supplies	27	26	12	14	15	16	42%	42%	15	16
tobacco	5	5	5	5	5	5	4	4	5	5
clothing	19	20	15	15	16	15	4	4	16	15
groceries	4	4	3	3	4	3	4	3	4	3
vacation, travel	4	5	6	7	5	7			7	7
matter	2	1	2	2	2	2	2	2	2	2

100% 100% 100%

Table 23. Estimated Postwar Purchases of Farm Items

	Number who say they plan to buy*	Number who checked item on list
<u>Plan to buy a farm</u>	173	102
<u>Plan construction</u>		
Barn and outbuildings	147	374
Repairs to barn and outbuildings	323	737
Fencing	377	1186
Water system	54	238
Wiring for electricity	112	192
<u>Plan to buy farm machinery</u>		
Truck	150	297
Tractor	96	259
Cultivator	15	147
Manure spreader	48	243
Grain drill	67	326
Corn planter	15	80
Harrow (disc or other)	67	275
Mower	16	233
Binder	—	—
Hay rake	—	—
Sprayer	—	—
Cream separator	—	—
Tractor equipment	—	—
General farm equipment	—	—

*This column is based on question no. 15, Form D-1 (a)

Table 24. Estimated Number of Purchases of Selected Durable Goods,
1939-1940 and First Two Postwar Years

	1939-1940	First two postwar years	Index*
Buy house	274	753	275
Build house	150	784	523
Repair and remodel house	763	1761	231
Home insulation	80	137	171
Furnace or stove for heating	772	794	103
Bathroom units or plumbing	236	631	267
Car (new)	1103	1589	144
Car (used)	934	580	62
Auto tires	1428	2736	195
Refrigerator	881	2232	253
Washing machine	583	1820	312
Furniture	1088	1650	152
Kitchen range	937	960	102
Floor coverings (rugs)	1649	1465	89
Radio	1043	980	94
Sewing machine	236	412	175

*Number in 1939-1940 = 100.

Table 25. Estimated Number of Pre-war and Postwar Purchases
of Farm Items

	1939-1940	First two postwar years	Index*
<u>Plan to buy a farm</u>	48	182	379
<u>Plan construction</u>			
Barn or outbuildings	64	374	584
Repairs to barn or outbuildings	160	787	492
Fencing	710	1186	167
Water system	48	288	600
Wiring for electricity	115	192	167
<u>Plan to buy farm machinery</u>			
Truck	150	297	198
Tractor	195	259	133
Cultivator	99	147	148
Fertilizer spreader	115	243	211
Grain drill	112	326	291
Corn planter	48	80	167
Harrow (disc or other)	96	275	286
Mower	211	233	110
Binder	80	198	248
Hay rake	64	166	259
Sprayer	---	35	---
Cream separator	16	64	400
Tractor equipment	48	147	306
General farm equipment	---	16	---

*Number for 1939-1940 = 100.

Table 26. Estimated Cost of Pre-war and Postwar Purchases of Selected Durable Goods

	<u>Amount spent in 1939-1940</u>	<u>Estimated post- war expenditures</u>	<u>Index*</u>
Buy house	\$1,060,000	\$2,753,500	260
Build house	482,300	2,465,300	511
Repair and remodel house	299,070	426,110	142
Home insulation	15,200	25,115	165
Furnace or stove for heating	66,680	121,120	182
Bathroom units or plumbing	51,570	162,950	316
Car (new)	1,007,400	1,700,000	169
Car (used)	377,100	354,900	94
Auto tires	67,240	207,060	308
Refrigerator	127,330	351,810	276
Washing machine	41,040	198,770	484
Furniture	179,680	402,430	224
Kitchen range	80,530	106,590	132
Floor coverings (rugs)	56,056	90,170	161
Radio	52,710	84,770	161
Sewing machine	18,390	34,760	189
Miscellaneous**	---	483,768	---
Total	\$4,982,296	\$9,969,123***	200

*Cost for 1939-1940 = 100.

**Aggregate of small items

***This total of estimated postwar expenditures consists of \$1,837,123 for farm families and \$8,312,003 for non-farm families.

Table 27. Estimated Cost of Farm and Non-Farm Expenditures

	Amount spent in 1939-1940	Estimated cost- war expenditure	Index*
<u>Purchase of farms</u>	\$113,200	1616,000	796
<u>Construction</u>			
Barn or outbuildings	34,030	166,820	489
Repairs to barn or outbuildings	22,760	196,740	360
Fencing	76,552	144,470	189
Water system	5,280	51,770	980
Wiring for electricity	13,072	22,400	139
<u>Farm machinery</u>			
Truck	140,500	297,460	212
Tractor	139,110	232,500	167
Cultivator	5,910	11,745	199
Manure spreader	14,545	41,420	285
Grain drill	15,632	49,406	316
Corn planter	3,360	7,520	224
Harrow (disc or other)	6,240	23,820	382
Mower	18,570	23,957	129
Binder	24,560	47,520	193
Hay rake	2,128	17,585	826
Sprayer		3,350	
Cream separator	352	5,152	1,464
Tractor equipment	12,000	35,705	298
General farm equipment	---	3,200	---
Miscellaneous**	---	448	---
Total	\$640,851	\$2,197,578***	343

*Cost for 1939-1940 = 100.

**Small items not listed separately.

***This total includes \$1,653,024 for farm and \$544,554 for non-farm families.

Estimated Postwar Purchases of Lard Planned

	By farmers		By non-farmers		By both	
	Amount	%	Amount	%	Amount	%
Cash from future income	\$1,736,000	53	\$2,326,969	26	\$4,062,969	33
Cash on hand now (includes checking accounts)	576,000	17	845,910	10	1,421,910	12
Savings accounts	192,416	6	480,308	5	672,724	6
Cashing war bonds	69,200	2	485,660	5	554,860	5
Installment credit	122,960	4	2,368,720	27	2,491,680	20
Other borrowing	569,600	17	1,912,390	22	2,481,990	20
Value of trade-ins	43,968	1	186,890	2	230,858	2
Other (gifts, insurance, don't know)	---	---	249,710	3	249,710	2
Total	\$3,310,144	100%	\$2,856,557	100%	\$12,166,701	100%

9/18/44

FORM I

HOUSEHOLD INFORMATION

Augusta County Postwar Planning Board
with the technical assistance of the
U.S. Department of Agriculture

(Study 103)

AUGUSTA COUNTY POSTWAR SURVEY

Interviewer _____ Interview Number _____ Date _____

1. ☐ Farm ☐ Non-Farm

2. Interview taken in ☐ Staunton ☐ Waynesboro ☐ Other

3. (a) If in Staunton or Waynesboro: Block No. _____ Segment No. _____

(b) If Other than Staunton or Waynesboro: Sample Area No. _____

4. Interview was taken at

☐ Assigned dwelling

☐ Substitute dwelling Reason for substitution _____

5. This dwelling required

☐ Only one call

☐ Second call Reason _____

☐ Third call Reason _____

☐ Fourth or later Reason _____

START INTERVIEW HERE:

6. How many members of your family (including yourself) are now living at home?

7. For each person 10 years of age and over:

Number

Family member (relation to head of family)	How old was he on his last birthday?	Is he now working (for pay or profit)? (Yes or no)	If not working: Is there a possi- bility that he might work after the war? (Yes or no)	Do you think he will stay in this county after the war?	Check here if Form II is needed
1. Head of family					
2.					
3.					
4.					
5.					
6.					
7.					

8. (a) How many members of your family, including yourself, were living at home before Pearl Harbor (1941)? (Give maximum number living at home during the year)

(Number)

(b) How many were then working? (for pay or profit)

(Number)

9. Have any members of your family left your home to enter the armed forces?

Yes

No

(Number)

IF YES:

Family member (relation to head)	Do you think he might come back to the county after the war?	How old was he on his last birthday?	Check here if Form II is needed
1.			
2.			
3.			

10. Have any members of your family left your home since Pearl Harbor to take jobs outside the county? Yes No

(Number)

IF YES:

Family member (relation to head)	How old was he on his last birth- day?	Where does he work now? (city and state)	Do you think he might come back to the county after the war?	Check here if Form II is needed
1.				
2.				
3.				

11. Are there any other people like roomers, domestic help, or farm hands now living in your home? Yes No

(Number)

IF YES:

Sex (M or F)	About how old is he?	Is he employed? (Yes or No)	In what kind of business or industry does he work?	What kind of work does he do?	Do you think he might work in the county after the war?	Check here if Form II is needed
1.						
2.						
3.						

12. (a) Do you now employ any full-time domestic workers in your home?

Yes No
 (Number)

- (b) Do you expect to employ any full-time domestic workers in the first year after the war? Yes No

 (Number)

13. FOR FARMERS ONLY

- (a) How many full-time year-round workers, including yourself, have worked on this farm in the past year?

(Number)

How many were unpaid family workers?

(Number)

How many were paid workers?

(Number)

- (b) How many full-time year-round workers, including yourself, do you expect to use on this farm in the first year after the war?

(Number)

How many will be unpaid family workers?

(Number)

How many will be paid workers?

(Number)

INDIVIDUAL EMPLOYMENT

Interviewer _____

Interview Number _____

Check below

- ☐ Family member living at home
 Check one: Housewife ___; student ___; working ___; not working ___
☐ Family member in the armed forces
☐ Family member working outside the county
☐ Non-family member living in the dwelling
 Check one: Housewife ___; student ___; working ___; not working ___

SEX

Male	Female
------	--------

RACE

White	Colored	Other
-------	---------	-------

AGE

10-14	15-19	20-29	30-39	40-49	50 and over
-------	-------	-------	-------	-------	-------------

1. What kind of work does he do now? (Record occupation and industry in detail)

(Occupation)

(Kind of business or industry)

If "not working", give last jobIf in armed forces, give last job before entering the service

2. Does he (she) own this business (or own or rent this farm)?

Full owner	Part owner	Does not own
------------	------------	--------------

For Farmers not owning farm:

Cash tenant	Share tenant	Hired man	Family worker
-------------	--------------	-----------	---------------

3. What do you think he (she) will probably do after the war? (Check one below)

- ☐ Keep present job
☐ Go back to pre-war job (for servicemen)
☐ Do farm work in the county (On this farm ___; Buy a farm ___; Other farm ___)
☐ Get a non-farm job in the county (What kind? _____)
☐ Open a business in the county (What kind? _____)
☐ Something else in the county (What? _____)
☐ Don't know

☐ Go to school or college
☐ Retire
☐ Keep house
☐ Leave the county

Questions 4 to 7, which follow, are to be asked if the person will probably work in the county after the war.

4. Aside from the job mentioned earlier, has he (she) had experience in any other kind of work in the last five years? ☐ Yes ☐ No

YES: What kind of work was it? (If more than one is given, record the work done longest.)

(Occupation)

(Kind of business or industry)

5. Has he (she) ever had any special training for work you have not yet mentioned? (e.g., welding, accounting, etc.) ☐ Yes ☐ No

(Occupation)

(Type of training)

6. How far did he (she) go in school?

Some grade school	Completed grade school	Some high school	Completed high school	Some college	Completed college	Post-graduate college work
-------------------------	------------------------------	------------------------	-----------------------------	-----------------	----------------------	-------------------------------

7. For members of the armed forces:

What kind of work is he doing in the service now? (Record occupation as specifically as possible.)

Consumer Market

Interviewer _____ Interview number _____

FAMILY FORM () or NON-FAMILY

FORM I-Q. 11

1. What was the total yearly cash income of the whole family living at home in 1940 and 1943. (Gross income for farmers)

Total Family Income	(Check one under each year)	
	1940	1943
Under \$500		
\$500-\$999		
\$1000-\$1499		
\$1500-\$1999		
\$2000-\$2499		
\$2500-\$2999		
\$3000-\$3999		
\$4000-\$4999		
\$5000-\$5999		
\$6000-\$6999		
\$7000-\$7999		
\$8000 or over		

2. Do you happen to own any War Bonds? ☐ Yes ☐ No

If Yes: About how much will they be worth when they come due?

Value of Bonds Owned	Check one
Under \$50	
\$50-\$99	
\$100-\$149	
\$150-\$199	
\$200-\$249	
\$250-\$299	
\$300-\$399	
\$400-\$499	
\$500-\$599	
\$600-\$699	
\$700-\$799	
\$800-\$899	
\$900-\$999	
\$1000-\$1499	
\$1500-\$1999	
\$2000-\$2999	
\$3000 or over	

3. Do any other members of your family here at home own any War Bonds?
(Do not include bonds you have already mentioned in the previous question.)

Yes	No
-----	----

If Yes: About how much will they be worth when they come due?

Value of Bonds Owned	Check one
Under \$50	
\$50-\$99	
\$100-\$149	
\$150-\$199	
\$200-\$249	
\$250-\$299	
\$300-\$399	
\$400-\$499	
\$500-\$599	
\$600-\$699	
\$700-\$799	
\$800-\$899	
\$900-\$999	
\$1000-\$1499	
\$1500-\$1999	
\$2000-\$2999	
\$3000 or over	

4. Do you happen to have any money in savings accounts?

Yes	No
-----	----

If Yes: We don't care about the exact amount, but roughly how much do you have?

Amount in Savings Accounts	Check one
Under \$100	
\$100-\$199	
\$200-\$299	
\$300-\$399	
\$400-\$499	
\$500-\$749	
\$750-\$999	
\$1000-\$1499	
\$1500-\$1999	
\$2000-\$2499	
\$2500-\$2999	
\$3000 or over	

5. Do any other members of your family here at home have any money in savings accounts? (Do not include savings you have already mentioned in previous question)

Yes	No
-----	----

If Yes: Roughly, how much would you say they (he) have altogether?

Amount in savings accounts	Check one
Under \$100	
\$100-\$199	
\$200-\$299	
\$300-\$399	
\$400-\$499	
\$500-\$749	
\$750-\$999	
\$1000-\$1499	
\$1500-\$1999	
\$2000-\$2499	
\$2500-\$2999	
\$3000 or over	

6. Do you have any money in checking accounts?

Yes	No
-----	----

If Yes: Roughly, how much do you have?

Amount in checking accounts	Check one
Under \$100	
\$100-\$199	
\$200-\$299	
\$300-\$399	
\$400-\$499	
\$500-\$749	
\$750-\$999	
\$1000-\$1499	
\$1500-\$1999	
\$2000-\$2499	
\$2500-\$2999	
\$3000 or over	

7. Do any other members of your family here at home have any checking accounts?
(Do not include money already mentioned in the previous question.)

Yes	No
-----	----

If Yes: About how much would you say they (he) have altogether?

Amount in checking accounts	Check one
Under \$100	
\$100-\$199	
\$200-\$299	
\$300-\$399	
\$400-\$499	
\$500-\$749	
\$750-\$999	
\$1000-\$1499	
\$1500-\$1999	
\$2000-\$2499	
\$2500-\$2999	
\$3000 or over	

8. In this survey, it is necessary for us to have some information about mortgages in this county.

(a) Did you have any mortgages on your property in 1940?

Yes	No
-----	----

(b) Do you have any mortgages now?

Yes	No
-----	----

9. If Questions 8a or 8b are answered Yes:

We don't care about the exact amounts, but just roughly, what was the size of your mortgage in 1940 and what is it now?

Size of Mortgages	(check one in each column)	
	<u>1940</u>	<u>Now</u>
Under \$500		
\$500-\$999		
\$1000-\$1499		
\$1500-\$1999		
\$2000-\$2499		
\$2500-\$2999		
\$3000-\$3999		
\$4000-\$4999		
\$5000-\$5999		
\$6000 & over		

10. Aside from mortgages, it is necessary for us to know something about the amount of money that is owed by people in the county.

(a) Did you happen to owe any money in 1940? ☐ Yes ☐ No

(b) Do you owe any money now? ☐ Yes ☐ No

11. If questions 10a or 10b are answered YES:

We don't care about the exact amount, but just roughly, how much did you owe in 1940 and how much do you owe now?

Amount owed	(Check one in each column)	
	1940	Now
Under \$100		
\$100-\$299		
\$300-\$499		
\$500-\$749		
\$750-\$999		
\$1000-\$1499		
\$1500-\$1999		
\$2000-\$2499		
\$2500-\$2999		
\$3000-\$3999		
\$4000-\$4999		
\$5000 or over		

12. (a) Do any other members of your family here at home happen to owe any money? ☐ Yes ☐ No

(b) Did they (he) owe any money in 1940? ☐ Yes ☐ No

13. If questions 12a or 12b are answered YES:

Again, just roughly, about how much money did they (he) owe altogether in 1940? How much do they (does he) owe now?

Amount owed	(Check one in each column)	
	1940	Now
Under \$100		
\$100-\$299		
\$300-\$499		
\$500-\$749		
\$750-\$999		
\$1000-\$1499		
\$1500-\$1999		
\$2000-\$2499		
\$2500-\$2999		
\$3000-\$3999		
\$4000-\$4999		
\$5000 or over		

14. About how much is your family spending now and about how much do you expect your family to spend after the war on each of the following items:

Items	Amount spent monthly	
	Now	After the war
1. Food		
2. Personal care (barber, beauty shop cosmetics, etc.)		
3. Recreation (movies, toys, etc.)		
4. Gasoline, auto supplies and repairs		
5. Cigarettes and tobacco		
	Amount spent yearly	
	Now	After the war
1. Clothing		
2. Shoes		
3. Vacations and travel		
4. Reading matter (newspapers, books, magazines)		
5. Education		

15. Is there anything that you have been planning to spend money on in the first couple of years after the war? ☐ Yes ☐ No

LIST OF ITEMS

1. _____
2. _____
3. _____
4. _____
5. _____

(Transfer items to next page)

16. Would you look at this list and see if there is anything (else) your family will buy during the first couple of years after the war? Also, what did your family spend on these items during the two years 1939 and 1940?

Items	Amount spent in 1939 and 1940	Amount you expect to spend in first two post-war years	How do you think you will finance your post-war purchases?
1. Car (new)			Cash from future income \$
2. Car (used)			
3. Buy house			
4. Build house			Cash on hand now (cash or checking accounts) \$
5. Repair and remodel house			
6. Home insulation			Savings accounts \$
7. Furnace or stove for heating			
8. Bathroom units or plumbing			Cashing War Bonds \$
9. Refrigerator			
10. Kitchen range			Installment credit \$
11. Floor coverings (rugs)			
12. Furniture			Other borrowing \$
13. Radio			
14. Sewing machine			Value of trade-ins \$
15. Washing machine			
16. Auto tires			Other (specify):
Farm Purchases			
17. Buy a farm			
18. Build barn or outbuildings			
19. Repair barn or outbuildings			
20. Fencing			
21. Water system			
22. Wiring for electricity			
23. Truck			
24. Tractor			
25. Tractor equipment			
26. Cultivator			
27. Manure spreader			
28. Grain drill			
29. Corn planter			
30. Disc harrow			
31. Other harrows			
32. Mower			
33. Hay rake			
34. Binder			
35. Sprayer			
36. Milking Machine			
37. Cream separator			
38.			
39.			
		Total	Total

(These two totals should agree)

